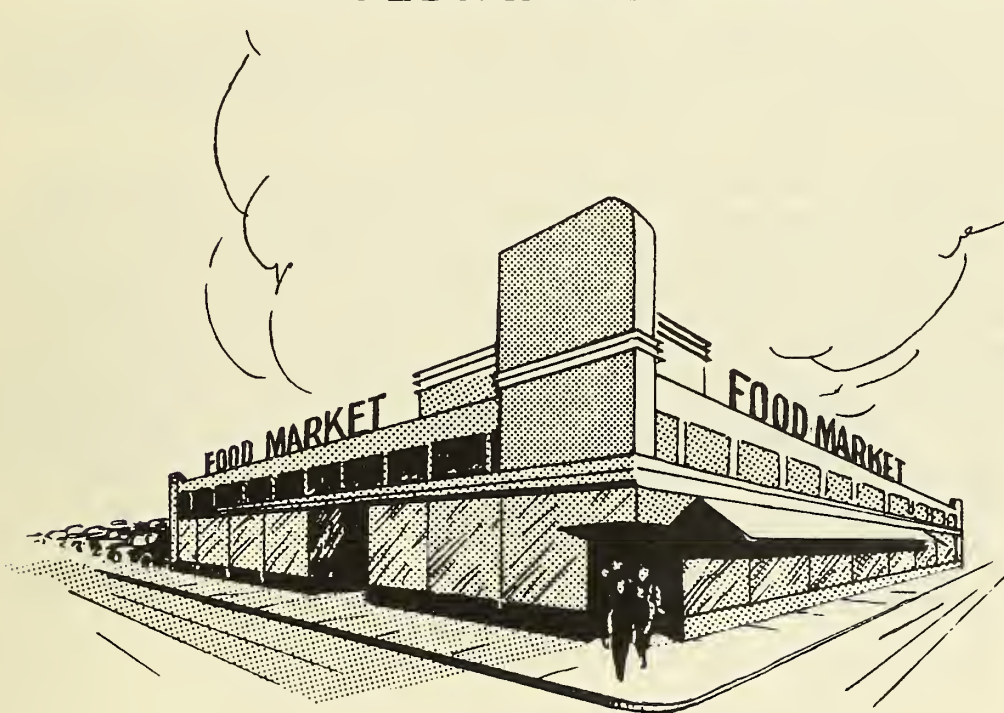


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Fruits and Juices **AVAILABILITY** *in Retail Food Stores*

..... FEBRUARY 1955



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

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PREFACE

This report summarizes information on availability of certain fresh citrus fruits, and canned and frozen juices and ades in retail food stores in the United States during February 1955 compared with earlier survey months. Availability of fresh citrus fruits is expressed both as a percentage of all food stores and as a percentage of those customarily handling fresh fruits or vegetables. For frozen juices availability is expressed both as a percentage of all food stores and as a percentage of those equipped with freezer cabinets. Preceding reports in this series have presented similar information obtained from surveys during the months of October 1948; April, August, and November 1949; May and August 1950; February, May, and August of 1951, 1952, and 1953; and in February and August 1954.

The definition of stores normally stocking fresh fruits and vegetables has been changed. Figures for these stores in February 1953 and February 1954, therefore, were revised to conform with the new definition and will differ from those published originally for these periods.

Data on availability of these fruit and juice products were obtained from a national probability sample of approximately 1,900 retail stores distributed among the 5 regions indicated in Figure 1. Within each of the regions, the sample is comprised of approximately 50 counties, with an average of 5 to 6 sample stores per county. In each of the three cities, Chicago, New York, and Los Angeles, the sample has been enlarged to include a minimum of about 150 stores. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability of these fruits or fruit products in retail food stores are presented in this report according to: (1) Type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in Figure 1, and (4) by size of city in which the store is located.

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FRUITS AND JUICES

AVAILABILITY IN RETAIL FOOD STORES

FEBRUARY 1955

SUMMARY

Oranges and grapefruit were available in a slightly lower proportion of stores in February 1955 than a year earlier, according to data from a nationwide sample of retail food stores. Ninety-five percent of the stores handling fresh fruits and vegetables had fresh oranges; 77 percent stocked fresh grapefruit. Florida oranges and grapefruit were available in fewer stores than a year ago. California-Arizona oranges were found in about the same number of stores as a year earlier, while availability of California-Arizona grapefruit increased somewhat. All national chain stores stocked both fruits, compared with 96 percent a year ago.

Tangerines were more readily available to consumers in February 1955 than a year earlier in each of the major types of food stores and in all regions except the Pacific.

Lemons were found in more than three-fourths of the Nation's food stores in February 1955, unchanged from a year ago.

Canned single-strength juices, with the exception of tomato and lemon juices, were less widely available in February 1955 than in February 1954. Availability of tomato and lemon juice was unchanged from a year earlier. Lemon juice was found in about the same proportion of the Nation's food stores in February 1955, but container sizes other than the 5-1/2-ounce continued to gain in availability compared with February 1953 and 1954. Because of the decline in availability of single-strength orange juice, tomato juice was the most widely available of the canned juices in February 1955.

Frozen concentrated orange juice in February 1955 was available in 87 percent of retail food stores having frozen food cabinets. This was the lowest percentage of such stores offering frozen orange juice in any one month since February 1952. This smaller proportion of stores having freezer cabinets stocking frozen orange juice in February 1955 resulted from a decline in the proportion of small stores and independently owned stores offering frozen orange juice, as all national and regional chain stores equipped with freezer cabinets offered this product in February 1955. Despite the decline in proportion of stores equipped with freezer cabinets stocking frozen concentrated orange juice, the number of retail food stores offering this product was slightly larger than a year earlier.

Frozen juices and ades, with the exception of frozen concentrated orange juice, were generally less available in February 1955 than a year earlier. Among stores equipped with freezer cabinets, however, a moderately smaller proportion of such stores made frozen juices and ades available to householders in February 1955 than in February a year earlier.

FRESH CITRUS FRUIT

The proportion of the Nation's retail food stores that had oranges and grapefruit on hand in February 1955 was slightly lower than in February 1954. Availability of lemons in food stores was unchanged, while availability of tangerines was up considerably.

Oranges were available in 82 percent of all retail food stores in February 1955 compared with 85 percent in February 1954 (table 3). Oranges were found in all the national chain store outlets surveyed. Ninety-five percent of the regional chain outlets had oranges on hand, but only 81 percent of the independent stores had this fruit in stock. Availability declined in each of the geographic regions except the Pacific area, which remained unchanged. About half of the stores surveyed handled Florida oranges and 46 percent stocked California-Arizona oranges.

Of those stores customarily handling fresh fruits and vegetables, about 95 percent had oranges on hand; 57 percent had California-Arizona oranges for sale, and 58 percent had Florida oranges. These percentages represented about the same number of stores handling California-Arizona oranges as in February last year, but showed a slight decline in the availability of Florida oranges. Although there were substantial gains in the number of national chain store outlets handling both Florida and California-Arizona oranges in February 1955, the fruits were found in fewer regional chain store units than in February 1954. About the same proportion of independent stores normally handling fresh produce stocked oranges as in February last year.

Grapefruit appeared in 63 percent of all retail food stores in February 1955, almost the same proportion as that in February 1953 and 1954 (table 6). All national chain store outlets and most of the regional chain outlets had grapefruit available in February 1955. However, only 3 out of 5 independent stores had this fruit in stock. Regionally, availability declined in the Northeast and North Central regions, remained about the same in the South and Mountain-Southwest regions, but increased in the Pacific region.

More than 3 out of 4 of the retail food stores normally handling fresh produce had grapefruit on hand during February 1955. Compared with a year earlier, availability of Florida grapefruit in stores customarily handling fresh fruit and vegetables declined slightly, while the proportion of such stores handling California-Arizona grapefruit increased slightly.

Consumers were able to purchase lemons in more than three-fourths of all food stores surveyed in February 1955, unchanged from a year earlier and slightly below availability in February 1953 (table 9).

In February 1955, about 9 out of 10 stores normally stocking fresh fruits and vegetables had lemons. For stores normally handling fresh fruits and vegetables, availability of lemons in the three major types of stores was practically unchanged from February 1954. Lemons appeared in fewer of the food stores stocking fresh produce in the Northeast and North Central regions than in February 1954. On the other hand, availability increased considerably in the South.

Tangerines were more widely available to consumers in retail food stores in February 1955 than in February a year ago. There were substantial gains in each of the major types of outlets handling tangerines, and availability increased in all geographic regions except the Pacific. About 4 out of 7 stores handling fresh produce had tangerines (table 10).

FROZEN JUICES AND ADES

In February 1955, frozen juices and ades requiring storage in freezer cabinets were available in about the same to a slightly smaller proportion of the Nation's food stores, compared with a year earlier. However, the proportion of food stores equipped with freezer cabinets offering householders frozen juices and ades was somewhat below that of February 1954. This decline in the level of availability in stores equipped with freezer cabinets appears to have resulted from an increase in the proportion of stores equipped with freezer cabinets, primarily small stores, and the failure of juices and ades to gain entry into such added frozen food equipment.

Shelf-pack concentrated orange juice and orangeade were stocked in a smaller proportion of the Nation's food stores in February 1955 than in February 1954. However, shelf-pack concentrate for lemonade and canned single-strength orangeade were more readily available than a year earlier.

Frozen concentrated orange juice maintained the record availability for February attained in 1954--58 percent of the Nation's stores stocked the product in February 1955 (table 12). About 7 out of 8 stores equipped with freezer cabinets stocked frozen concentrated orange juice in February 1955, compared with 11 out of 12 stores a year earlier. This decline in the percentage of stores with freezer cabinets stocking frozen concentrated orange juice was marked in the following classifications: independent stores, stores with an annual volume under \$50,000, stores in the South, stores in cities under 10,000 population.

Frozen concentrated grape juice could be purchased in 41 percent of the food stores in February 1955, down slightly from the record proportion attained in August 1953 and February 1954. Approximately 3 out of 5 stores equipped with freezer cabinets stocked frozen concentrated grape juice in February, down from 2 out of 3 stores in

February 1954. Increased availability in regional chain stores in February 1955 was more than offset by declines in national chain and independent stores stocking the product compared with a year earlier.

A slight decline was observed in the availability of frozen concentrated pineapple juice--20 percent of all stores had this product during February compared with 22 percent in February 1954 (table 15).

About 45 percent of all food stores in February 1955 stocked frozen concentrate for lemonade--the record proportion of 46 percent for February was reached in 1954 (table 13). About 2 out of 3 stores equipped with freezer cabinets in February 1955 carried frozen concentrate for lemonade, a decline from over 7 out of 10 stores a year earlier. Lower availability in regional chain stores equipped with freezer cabinets was most significant in February compared with February 1954. In the Northeast region, the percentage of stores equipped with freezer cabinets stocking frozen concentrate for lemonade increased in February 1955, but New York City registered a sharp decline compared with a year earlier.

One food store in seven stocked frozen single-strength lemon juice during February 1955, down slightly from the record proportion reported for this month in 1954. Availability of frozen single-strength lemon juice in February 1955 in stores equipped with freezer cabinets was lower, only 1 out of 5 stores stocking this product compared with 1 out of 4 a year earlier.

Only 1 store in 14 stocked frozen concentrate for orangeade in February, unchanged from February 1954 (table 14). An increase in the proportion of chain stores carrying the product was more than offset by a decline in independent stores compared with a year earlier.

Frozen concentrate for limeade could be purchased in 14 percent of the retail food stores surveyed in February 1955--down from the February record of 15 percent reported a year earlier. Declines in the proportion of national chain and independent stores more than offset an increase in regional chain stores stocking the product compared with February 1954.

Shelf-pack concentrate for lemonade could be purchased in more food stores in February, but shelf-pack concentrated orange juice and shelf-pack concentrate for orangeade were less readily available than a year earlier (table 16).

Canned single-strength orangeade was available in 23 percent of the food stores during February 1955, the highest proportion yet reported for February. During February 1955, availability in the North Central region was up significantly over February a year earlier, while a sharp decline was reported for the Southern region. The 46-ounce can size, the most readily available, could be purchased in 18 percent of all

retail food stores in February 1955. Increased availability of both the No. 2 and the 46-ounce can size was noted in all regions except the South compared with February 1954 (table 22).

CANNED JUICES

With the exception of tomato juice and lemon juice, canned juices in retail food stores in February 1955 were less readily available than a year earlier (table 2). Tomato juice and lemon juice could be purchased in about the same proportion of food stores in February as a year earlier.

Canned single-strength orange juice could be purchased in 9 out of 10 stores in February 1955 (table 17). The slight decline in the proportion of stores stocking canned orange juice appeared in all regions except the South, in February compared with a year earlier. The 46-ounce can size and No. 2 can size of orange juice were available in about the same proportion of stores in February 1955, while in the same month in 1953 and 1954 the No. 2 can was stocked in a greater proportion of stores than the 46-ounce can.

Canned single-strength grapefruit juice was stocked in about 85 percent of the Nation's food stores in February 1955 (table 18). A decline in availability from a year earlier occurred in all regions except the North Central, where canned grapefruit juice was more widely available. The No. 2 can size was stocked in a greater proportion of stores than the 46-ounce can in February 1955. The North Central region was the only region in which the 46-ounce can of grapefruit juice was more readily available than the No. 2 can.

In February 1955 only 49 percent of the stores stocked canned single-strength orange-grapefruit blended juice--compared with 56 percent a year earlier (table 19). The availability of orange-grapefruit blended juice was down in all regions during February compared with February 1954. Both the 46-ounce can size and the No. 2 can size were in fewer stores in February than a year earlier, but the 46-ounce can continued to be stocked in more stores than the No. 2 can.

Canned single-strength lemon juice was available in about half the stores in February 1955 (table 20). Increased availability in the Northeast, South, and Pacific regions in February 1955, compared with a year earlier, offset a decline in the North Central region, the region of highest availability. Other can sizes were more widely available in February than the 5-1/2-ounce, compared with a year earlier.

Only 1 out of 10 food stores stocked canned single-strength tangerine juice in February 1955 (table 21). There was a marked decline in the proportion of independent stores which stocked tangerine juice in

February compared with a year earlier, while more than 4 out of 10 chain stores continued to stock the product.

Tomato juice was available in a greater proportion of stores than any other canned juice in February 1955--92 percent of the stores. Other canned juice were available in the following proportions of the Nation's stores in February 1955: pineapple juice, 82 percent; prune juice, 74 percent; grape juice, 71 percent, and apple juice, 47 percent.

Figure I.- REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.



Store sample for national retail food store audit 1/, by store classification and location, February 1955

Store classification and location	Stores audited		
	: Customarily handling fresh:		Having freezer
	Total	: fruits and vegetables :	cabinets
	Number	Number	Number
U. S. total	1,920	1,582	1,563
Volume of store business annually:			
Under \$50,000	838	569	528
\$50,000 to \$100,000	435	395	404
\$100,000 to \$300,000	398	378	383
\$300,000 and over	249	240	248
Type of store management:			
National chains	55	55	54
Regional chains 2/	103	101	101
Independent groceries	1,762	1,426	1,408
Store location by city size, population:			
Under 10,000 3/	671	546	487
10,000 to 100,000	360	327	316
100,000 to 500,000	258	236	234
500,000 and over	631	473	526
Store location by region or city 4/ 5/:			
Northeast	271	225	226
North Central	306	293	278
South	268	190	149
Mountain-Southwest	270	238	214
Pacific	234	211	210
New York City	229	115	177
Chicago	144	135	121
Los Angeles	198	175	188

- 1/ Conducted by Market Research Corporation of America for U. S. Department of Agriculture under AMA contract.
- 2/ Excludes voluntary chains.
- 3/ Includes rural route stores outside corporate city limits.
- 4/ Area included in specified regions indicated in above map.
- 5/ New York City, Chicago, and Los Angeles not included in regional totals.

Table 1.-- Percentage of retail food stores having specified products available,
February 1955 with comparisons--

Fresh citrus fruits, summary				
Fresh citrus fruits	February 1953	February 1954	February 1955	
	Percent	Percent	Percent	
Oranges				
California-Arizona	50	47	46	
Florida	55	54	51	
Texas	4	6	4	
Total 1/	86	85	82	
Grapefruit				
California-Arizona	12	8	10	
Florida	43	46	41	
Texas	9	12	11	
Total 1/	64	65	63	
Tangerines	46	40	46	
Lemons	79	77	77	

1/ Includes fruit unidentified as to origin.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 2.-- Percentage of retail food stores having specified products available,
February 1955 with comparisons--

Juices and ades, summary				
Juices and ades	February 1953	February 1954	February 1955	
	Percent	Percent	Percent	
Canned single-strength juices:				
Orange	93	92	90	
Grapefruit	89	87	85	
Orange-grapefruit blend	59	56	49	
Tangerine	15	14	10	
Lemon	48	51	51	
Prune	76	75	74	
Apple	52	52	47	
Grape	74	76	71	
Pineapple	85	85	82	
Tomato	93	92	92	
Canned single-strength ades:				
Orangeade	16	21	23	
Frozen concentrated juices:				
Orange	53	58	58	
Grape	39	43	41	
Pineapple	14	22	20	
Lemon 1/	13	16	14	
Shelf-pack concentrated juices:				
Orange	9	10	8	
Frozen concentrate for ades:				
Orangeade	5	7	7	
Lemonade	40	46	45	
Limeade	9	15	14	
Shelf-pack concentrate for ades:				
Orangeade	24	26	23	
Lemonade	22	24	26	

1/ Frozen single-strength juice.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 3.-- Percentage of retail food stores having product available, by store classification and location, February 1955 with comparisons --

Store classification and location	All fresh oranges			Stores customarily handling fresh fruits and vegetables		
	All stores			February		
	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	86	85	82	94	96	95
Volume of store business annually:						
Under \$50,000	81	80	76	91	94	92
\$50,000 to \$100,000	94	95	92	97	98	97
\$100,000 to \$300,000	95	95	96	98	96	98
\$300,000 and over	98	99	99	99	100	100
Type of store management:						
National chains	96	96	100	97	96	100
Regional chains ^{1/}	99	99	95	100	99	96
Independent groceries	85	84	81	94	95	94
Store location by city size, population:						
Under 10,000 ^{2/}	88	84	80	93	93	92
10,000 to 100,000	86	89	87	94	97	97
100,000 to 500,000	95	95	92	100	99	98
500,000 and over	79	80	77	93	96	96
Store location by region or city ^{3/} :						
Northeast	87	85	80	96	96	96
North Central	96	97	93	98	98	97
South	79	78	74	87	90	89
Mountain-Southwest	89	88	86	98	98	96
Pacific	93	95	95	97	99	99
New York City	61	58	58	90	92	96
Chicago	93	95	96	97	98	99
Los Angeles	90	93	91	97	100	99

^{1/} Excludes voluntary chains.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 4.-- Percentage of retail food stores having product available, by state of origin, store classification and location, February 1955 with comparisons --

Store classification and location	California-Arizona oranges			Stores customarily handling fresh fruits and vegetables		
	All stores			February		
	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	50	47	46	58	57	57
Volume of store business annually:						
Under \$50,000	42	37	37	51	48	49
\$50,000 to \$100,000	62	63	55	64	66	60
\$100,000 to \$300,000	67	66	69	69	68	70
\$300,000 and over	87	81	85	88	81	86
Type of store management:						
National chains	82	68	81	82	66	81
Regional chains ^{1/}	75	73	66	75	73	66
Independent groceries	49	46	44	57	55	56
Store location by city size, population:						
Under 10,000 ^{2/}	38	38	35	43	46	45
10,000 to 100,000	67	57	56	76	66	65
100,000 to 500,000	68	61	63	74	63	69
500,000 and over	53	53	52	67	67	67
Store location by region or city ^{3/} :						
Northeast	67	54	59	75	62	71
North Central	78	77	69	81	82	74
South	4	9	4	4	10	5
Mountain-Southwest	59	45	46	68	54	55
Pacific	93	91	93	97	94	98
New York City	40	43	39	67	74	65
Chicago	77	81	87	81	83	90
Los Angeles	88	93	91	94	99	99

^{1/} Excludes voluntary chains.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 5.-- Percentage of retail food stores having product available, by state of origin, store classification and location, February 1955 with comparisons --

Store classification and location	Florida oranges					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	55	54	51	61	61	58
Volume of store business annually:						
Under \$50,000	51	50	47	58	58	57
\$50,000 to \$100,000	58	61	55	61	64	58
\$100,000 to \$300,000	66	61	56	63	61	57
\$300,000 and over	77	77	76	78	78	77
Type of store management:						
National chains	84	85	89	85	84	89
Regional chains ^{1/}	88	85	75	89	85	76
Independent groceries	53	52	49	59	59	56
Store location by city size, population:						
Under 10,000 ^{2/}	57	52	52	61	56	59
10,000 to 100,000	50	56	54	57	61	60
100,000 to 500,000	60	59	53	64	62	57
500,000 and over	53	56	44	64	63	57
Store location by region or city ^{3/} :						
Northeast	59	66	64	71	77	77
North Central	54	56	48	55	57	52
South	71	66	63	80	76	75
Mountain-Southwest	23	21	15	29	23	16
Pacific	3	2	1	3	2	1
New York City	58	55	56	86	89	96
Chicago	73	60	63	77	63	66
Los Angeles	2	2	2	2	2	3

^{1/} Excludes voluntary chains.

^{2/} Includes rural stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 6.-- Percentage of retail food stores having product available, by store classification and location, February 1955 with comparisons --

Store classification and location	All fresh grapefruit					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	64	65	63	75	79	77
Volume of store business annually:						
Under \$50,000	50	54	51	62	70	67
\$50,000 to \$100,000	86	83	82	90	87	88
\$100,000 to \$300,000	92	89	90	95	90	92
\$300,000 and over	98	97	99	100	97	100
Type of store management:						
National chains	96	96	100	97	96	100
Regional chains ^{1/}	97	96	98	98	96	98
Independent groceries	62	63	61	73	77	75
Store location by city size, population:						
Under 10,000 ^{2/}	59	59	57	69	73	72
10,000 to 100,000	70	75	71	80	82	81
100,000 to 500,000	77	85	81	85	93	88
500,000 and over	61	62	60	78	79	77
Store location by region or city ^{3/} :						
Northeast	62	69	65	76	83	83
North Central	86	87	81	88	90	83
South	49	45	44	60	62	61
Mountain-Southwest	54	63	62	65	73	74
Pacific	77	76	81	85	81	87
New York City	53	53	54	83	90	92
Chicago	82	76	78	87	80	81
Los Angeles	78	79	79	86	87	89

^{1/} Excludes voluntary chains.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 7.-- Percentage of retail food stores having specified product available, by state of origin, store classification, and location, February 1955 with comparisons --

Store classification and location	California-Arizona grapefruit					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	12	8	10	15	10	13
Volume of store business annually:						
Under \$50,000	9	5	6	12	7	8
\$50,000 to \$100,000	14	10	10	15	11	11
\$100,000 to \$300,000	18	17	24	18	17	25
\$300,000 and over	38	26	30	38	26	31
Type of store management:						
National chains	24	24	26	25	25	26
Regional chains ^{1/}	27	15	22	27	14	22
Independent groceries	11	7	9	14	10	12
Store location by city size, population:						
Under 10,000 ^{2/}	10	6	7	12	8	9
10,000 to 100,000	13	11	14	15	14	17
100,000 to 500,000	23	13	18	27	15	20
500,000 and over	12	7	9	15	10	12
Store location by region or city ^{3/} :						
Northeast	13	4	11	16	5	14
North Central	11	7	5	12	8	5
South	2	1	1	2	2	2
Mountain-Southwest	18	14	13	22	18	15
Pacific	62	48	60	68	51	64
New York City	6	1	3	7	2	5
Chicago	8	5	4	8	6	4
Los Angeles	76	72	78	84	79	88

^{1/} Excludes voluntary chains.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 8.-- Percentage of retail food stores having specified product available, by state of origin, store classification, and location, February 1955 with comparisons --

Store classification and location	Florida grapefruit					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	43	46	41	50	55	52
Volume of store business annually:						
Under \$50,000	32	38	33	41	49	46
\$50,000 to \$100,000	60	60	53	61	62	57
\$100,000 to \$300,000	59	60	56	61	61	57
\$300,000 and over	75	74	74	76	75	75
Type of store management:						
National chains	75	80	84	75	79	84
Regional chains ^{1/}	84	79	80	85	79	80
Independent groceries	40	44	39	47	53	49
Store location by city size, population:						
Under 10,000 ^{2/}	38	41	36	44	51	48
10,000 to 100,000	44	50	41	52	53	48
100,000 to 500,000	49	56	60	54	60	64
500,000 and over	47	49	44	61	64	57
Store location by region or city ^{3/} :						
Northeast	54	61	56	67	73	70
North Central	45	56	45	45	58	48
South	42	37	37	52	50	53
Mountain-Southwest	20	18	13	25	22	16
Pacific	16	31	24	18	33	26
New York City	49	53	53	78	90	90
Chicago	68	63	65	72	66	68
Los Angeles	3	12	2	3	14	2

^{1/} Excludes voluntary chains.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 9.-- Percentage of retail food stores having specified product available, by store classification and location, February 1955 with comparisons --

Store classification and location	Fresh lemons					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	79	77	77	89	88	89
Volume of store business annually:						
Under \$50,000	72	69	70	85	83	86
\$50,000 to \$100,000	89	91	89	94	95	93
\$100,000 to \$300,000	93	95	93	96	96	95
\$300,000 and over	96	97	96	97	98	97
Type of store management:						
National chains	96	96	94	96	95	94
Regional chains ^{1/}	97	99	97	98	99	98
Independent groceries	78	76	76	88	88	89
Store location by city size, population:						
Under 10,000 ^{2/}	76	72	74	85	83	86
10,000 to 100,000	86	84	81	95	92	91
100,000 to 500,000	90	93	94	95	96	97
500,000 and over	73	77	73	89	92	92
Store location by region or city ^{3/}						
Northeast	75	79	75	86	92	89
North Central	89	91	87	93	94	89
South	74	63	71	87	75	86
Mountain-Southwest	80	80	81	90	90	92
Pacific	87	93	92	92	96	97
New York City	61	59	61	90	93	94
Chicago	90	88	84	94	91	87
Los Angeles	84	85	89	92	94	99

^{1/} Excludes voluntary chains.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 10.-- Percentage of retail food stores having specified product available, by store classification and location, February 1955 with comparisons --

Store classification and location	Fresh tangerines					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	46	40	46	54	50	56
Volume of store business annually:						
Under \$50,000	34	30	36	42	41	47
\$50,000 to \$100,000	60	55	57	64	57	60
\$100,000 to \$300,000	71	60	68	73	61	70
\$300,000 and over	85	77	86	86	78	87
Type of store management:						
National chains	83	65	77	84	64	77
Regional chains ^{1/}	88	79	88	89	79	88
Independent groceries	43	38	43	51	48	53
Store location by city size, population:						
Under 10,000 ^{2/}	39	34	38	45	43	47
10,000 to 100,000	54	47	54	62	56	61
100,000 to 500,000	56	51	60	61	56	65
500,000 and over	47	43	49	60	55	64
Store location by region or city ^{3/}						
Northeast	56	55	56	67	67	70
North Central	54	45	53	57	49	57
South	38	33	42	47	44	53
Mountain-Southwest	20	16	20	25	20	24
Pacific	31	32	29	34	35	31
New York City	46	41	43	73	72	71
Chicago	66	52	65	71	56	68
Los Angeles	57	46	55	65	53	64

^{1/} Excludes voluntary chains.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 11.--Percentage of retail food stores having specified products available, by store classification and location, February 1955

Store classification and location	Frozen and shelf-pack concentrated juices and ades				
	Frozen concentrated juices			Shelf-pack concentrated juice	Frozen single-strength lemon juice
	Orange	Grape	Pineapple	Orange	
	Percent	Percent	Percent	Percent	Percent
U. S. Total	58	41	20	8	14
Volume of store business annually:					
Under \$50,000	43	26	9	7	10
\$50,000 to \$100,000	82	60	26	9	18
\$100,000 to \$300,000	89	73	50	14	26
\$300,000 and over	100	91	63	18	32
Type of store management:					
National chains	96	84	55	15	18
Regional chains ^{1/}	96	83	41	19	26
Independent groceries	56	38	10	5	14
Store location by city size, population:					
Under 10,000 ^{2/}	44	32	14	8	12
10,000 to 100,000	70	46	21	10	20
100,000 to 500,000	74	59	33	9	17
500,000 and over	72	48	25	8	12
Store location by region or city ^{3/} :					
Northeast	70	51	30	10	20
North Central	74	53	25	11	20
South	32	21	6	6	9
Mountain-Southwest	54	41	14	6	12
Pacific	75	44	23	6	13
New York City	63	50	33	14	9
Chicago	81	36	15	6	8
Los Angeles	88	66	34	4	4
	Frozen concentrate for ades			Shelf-pack concentrate for ades	
	Lemonade	Orangade	Limeade	Lemonade	Orangade
	Percent	Percent	Percent	Percent	Percent
U. S. Total	45	7	14	26	23
Volume of store business annually:					
Under \$50,000	33	4	7	17	13
\$50,000 to \$100,000	61	10	16	31	33
\$100,000 to \$300,000	71	9	38	47	45
\$300,000 and over	88	30	48	72	65
Type of store management:					
National chains	81	33	30	56	60
Regional chains ^{1/}	78	18	33	72	46
Independent groceries	43	5	7	23	20
Store location by city size, population:					
Under 10,000 ^{2/}	35	5	11	24	21
10,000 to 100,000	53	7	18	26	28
100,000 to 500,000	59	12	23	34	30
500,000 and over	53	8	14	24	18
Store location by region or city ^{3/} :					
Northeast	55	9	15	31	27
North Central	57	11	20	40	33
South	24	3	6	13	12
Mountain-Southwest	42	5	26	18	24
Pacific	57	3	15	30	34
New York City	41	8	10	20	15
Chicago	54	4	13	23	9
Los Angeles	80	1	22	26	34

^{1/} Excludes voluntary chains.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 12.--Percentage of retail food stores having specified products available, by store classification and location, February 1955 with comparisons --

Store classification and location	Frozen concentrated orange and grape juices											
	Frozen concentrated orange juice						Frozen concentrated grape juice					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	February						February					
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	53	58	58	90	92	87	39	43	41	67	67	61
Volume of store business annually:												
Under \$50,000	37	42	43	86	87	80	24	26	26	56	54	48
\$50,000 to \$100,000	73	83	82	93	95	93	58	67	60	73	77	68
\$100,000 to \$300,000	91	92	89	96	98	97	74	79	73	78	84	79
\$300,000 and over	97	99	100	100	99	100	88	91	91	90	91	92
Type of store management:												
National chains	95	96	96	100	99	100	87	96	84	92	98	88
Regional chains 1/	86	93	96	98	98	100	72	78	83	82	82	87
Independent groceries	50	56	56	90	91	86	36	40	38	65	65	59
Store location by city size, population:												
Under 10,000 2/	41	45	44	88	88	79	29	31	32	62	61	57
10,000 to 100,000	64	70	70	96	94	91	45	51	46	68	68	60
100,000 to 500,000	63	74	74	87	91	91	53	61	59	73	76	73
500,000 and over	62	67	72	91	95	95	48	51	48	70	72	63
Store location by region or city 3/:												
Northeast	63	69	70	96	98	94	46	50	51	70	71	69
North Central	69	74	74	90	93	90	52	58	53	68	73	65
South	23	32	32	76	83	68	16	19	21	55	50	45
Mountain-Southwest	53	51	54	90	81	66	42	43	41	72	69	66
Pacific	79	77	75	94	93	94	48	52	44	57	62	56
New York City	63	61	63	95	100	99	44	55	50	73	90	79
Chicago	69	79	81	95	95	94	57	51	36	79	61	42
Los Angeles	87	85	88	97	95	94	62	66	66	69	74	70

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 13.--Percentage of retail food stores having specified products available, by store classification and location, February 1955 with comparisons --

Store classification and location	Frozen concentrate for lemonade and frozen single-strength lemon juice											
	Frozen concentrate for lemonade						Frozen single-strength lemon juice					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	February						February					
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	40	46	45	69	72	67	13	16	14	23	25	21
Volume of store business annually:												
Under \$50,000	28	30	33	64	63	60	7	11	10	15	22	18
\$50,000 to \$100,000	52	69	61	67	80	69	23	22	18	29	25	20
\$100,000 to \$300,000	76	78	71	80	83	77	24	30	26	25	32	28
\$300,000 and over	83	91	88	85	91	88	41	29	32	43	29	32
Type of store management:												
National chains	78	81	81	83	83	84	33	21	18	35	21	19
Regional chains $\frac{1}{2}$	76	89	78	87	94	81	32	23	26	37	25	27
Independent groceries	38	43	43	67	71	65	12	15	14	21	25	21
Store location by city size, population:												
Under 10,000 $\frac{2}{3}$	30	34	35	66	67	61	8	13	12	18	24	22
10,000 to 100,000	50	55	53	75	74	68	20	20	20	30	26	25
100,000 to 500,000	56	61	59	77	76	73	20	19	17	28	23	20
500,000 and over	44	55	53	64	78	71	14	18	12	20	26	16
Store location by region or city $\frac{3}{4}$:												
Northeast	45	50	55	69	71	74	16	23	20	25	32	27
North Central	55	63	57	72	79	70	19	22	20	25	28	25
South	18	24	24	60	62	51	5	8	9	26	21	18
Mountain-Southwest	44	41	42	76	65	67	15	16	12	26	26	18
Pacific	58	64	57	69	76	72	14	13	13	16	15	16
New York City	44	49	41	66	80	64	13	7	9	19	12	15
Chicago	46	67	54	63	81	63	21	11	8	29	14	9
Los Angeles	76	78	80	84	87	86	3	6	4	3	7	4

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 14.-- Percentage of retail food stores having specified products available, by store classification and location, February 1955 with comparisons --

Store classification and location	Frozen concentrates for ades											
	Frozen concentrate for orangeade						Frozen concentrate for limeade					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	February			February			February			February		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	5	7	7	8	11	10	9	15	14	16	24	21
Volume of store business annually:												
Under \$50,000	2	4	4	5	7	7	4	8	7	10	16	13
\$50,000 to \$100,000	8	13	10	10	14	11	12	23	16	16	26	18
\$100,000 to \$300,000	12	12	9	12	13	10	26	37	38	28	40	41
\$300,000 and over	13	21	30	18	21	30	31	42	48	32	42	49
Type of store management:												
National chains	19	17	33	20	18	34	35	44	30	36	45	32
Regional chains 1/	10	10	10	11	11	19	23	29	33	26	31	35
Independent groceries	4	7	5	8	11	8	8	14	7	15	23	11
Store location by city size, population:												
Under 10,000 2/	4	5	5	9	9	8	6	13	11	13	25	19
10,000 to 100,000	7	12	7	10	16	9	11	20	18	17	26	23
100,000 to 500,000	6	10	12	8	13	14	17	23	23	23	28	28
500,000 and over	5	6	8	7	8	10	11	14	14	16	19	19
Store location by region or city 3/:												
Northeast	6	12	9	9	17	12	8	16	15	12	25	20
North Central	6	8	11	10	10	13	15	21	20	20	27	24
South	2	3	3	6	7	7	4	10	6	13	25	13
Mountain-Southwest	5	5	5	9	10	7	15	16	26	26	25	40
Pacific	5	7	3	6	9	4	8	16	15	10	19	19
New York City	6	6	8	12	10	12	11	12	10	17	19	16
Chicago	4	5	4	5	6	5	14	20	13	19	24	15
Los Angeles	1	2	1	1	2	1	14	21	22	16	23	24

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 15.-- Percentage of retail food stores having specified product available, by store classification and location, February 1955 with comparisons --

Store classification and location	Frozen concentrated pineapple juice					
	All stores			Stores with freezer cabinets		
	February			February		
	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	14	22	20	24	35	29
Volume of store business annually:						
Under \$50,000	6	11	9	14	23	17
\$50,000 to \$100,000	24	34	26	31	39	30
\$100,000 to \$300,000	28	52	50	29	56	54
\$300,000 and over	49	61	63	50	61	63
Type of store management:						
National chains	39	71	55	41	73	57
Regional chains 1/	39	50	41	45	53	43
Independent groceries	12	20	10	22	33	15
Store location by city size, population:						
Under 10,000 2/	8	16	14	17	30	24
10,000 to 100,000	17	27	21	26	37	27
100,000 to 500,000	19	30	33	27	35	40
500,000 and over	21	28	25	31	40	33
Store location by region or city 3/:						
Northeast	20	32	30	31	45	40
North Central	15	33	25	20	42	30
South	4	7	6	18	19	13
Mountain-Southwest	7	12	14	12	20	23
Pacific	18	26	23	22	31	29
New York City	25	29	33	38	48	52
Chicago	20	17	15	28	21	17
Los Angeles	34	36	34	38	40	37

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 16.-- Percentage of retail food stores having specified products available, by store classification and location, February 1955 with comparisons --

Store classification and location	Shelf-pack concentrated orange juice and concentrates for ads								
	Shelf-pack concentrated orange juice			Shelf-pack concentrate for					
				Orangeade			Lemonade		
	February			February			February		
	1953	1954	1955	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	9	10	8	24	26	23	22	24	26
Volume of store business annually:									
Under \$50,000	6	8	7	15	18	13	15	15	17
\$50,000 to \$100,000	12	10	9	32	33	33	27	31	31
\$100,000 to \$300,000	12	18	14	46	45	45	37	46	47
\$300,000 and over	22	15	18	63	76	65	60	71	72
Type of store management:									
National chains	13	16	15	53	68	60	47	48	56
Regional chains 1/	28	18	19	66	71	66	56	73	72
Independent groceries	8	9	5	21	24	20	20	21	23
Store location by city size, population:									
Under 10,000	9	9	8	25	27	21	24	20	24
10,000 to 100,000	14	9	10	25	30	28	25	29	26
100,000 to 500,000	9	12	9	28	33	30	21	37	34
500,000 and over	4	12	8	16	19	18	15	22	24
Store location by region or city 3/:									
Northeast	12	13	10	31	31	27	23	32	31
North Central	12	12	11	34	36	33	35	35	40
South	7	7	6	10	17	12	12	11	13
Mountain-Southwest	4	5	6	24	27	24	20	21	18
Pacific	7	6	6	39	39	34	38	36	30
New York City	11	13	14	14	14	15	10	13	20
Chicago	4	9	6	11	9	9	13	17	23
Los Angeles	1	11	4	33	32	34	30	31	26

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 17.-- Percentage of retail food stores having specified product available, by store classification and location, February 1955 with comparisons --

Store classification and location	Canned single-strength orange juice, by container size								
	No. 2 can			46-ounce can			Total 1/		
	February			February			February		
	1953	1954	1955	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	80	76	72	72	73	71	93	92	90
Volume of store business annually:									
Under \$50,000	76	72	69	61	64	63	90	90	88
\$50,000 to \$100,000	81	79	72	90	85	82	96	94	91
\$100,000 to \$300,000	84	88	85	95	96	88	99	99	93
\$300,000 and over	94	97	94	98	95	98	100	100	99
Type of store management:									
National chains	94	96	99	97	100	94	100	100	100
Regional chains 2/	91	94	92	96	93	97	97	98	99
Independent groceries	79	75	71	71	71	69	92	92	89
Store location by city size, population:									
Under 10,000 3/	79	73	71	71	70	70	94	94	92
10,000 to 100,000	77	79	63	73	75	69	88	90	85
100,000 to 500,000	88	76	74	75	79	73	96	88	89
500,000 and over	81	80	79	71	76	74	92	91	90
Store location by region or city 4/:									
Northeast	82	75	70	76	79	76	94	90	88
North Central	69	70	67	88	88	82	97	97	92
South	87	80	76	98	60	61	92	92	92
Mountain-Southwest	85	80	75	70	65	70	94	95	93
Pacific	73	75	72	75	75	66	88	89	84
New York City	75	74	74	68	66	67	81	77	80
Chicago	72	79	75	72	69	60	86	89	84
Los Angeles	88	91	91	85	92	85	97	99	97

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 18.--Percentage of retail food stores having specified product available, by store classification and location, February 1955 with comparisons --

Store classification and location	Canned single-strength grapefruit juice: by container size								
	No. 2 can			46-ounce can			Total 1/		
	February			February			February		
	1953	1954	1955	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	74	67	67	68	67	64	89	87	85
Volume of store business annually:									
Under \$50,000	70	63	63	56	55	53	85	83	81
\$50,000 to \$100,000	77	70	71	86	83	82	95	92	93
\$100,000 to \$300,000	83	81	80	93	93	88	98	98	94
\$300,000 and over	90	89	90	97	97	95	99	100	100
Type of store management:									
National chains	97	98	96	99	99	94	100	100	100
Regional chains 2/	84	82	79	94	92	89	96	97	95
Independent groceries	73	66	66	64	65	63	88	86	85
Store location by city size, population:									
Under 10,000 3/	73	62	64	63	60	59	89	85	84
10,000 to 100,000	69	66	65	66	72	65	85	88	81
100,000 to 500,000	76	72	76	75	77	74	92	90	92
500,000 and over	79	77	74	74	72	70	92	88	88
Store location by region or city 4/:									
Northeast	77	72	69	71	76	68	92	91	86
North Central	64	62	61	85	80	82	92	93	95
South	75	64	67	50	47	45	84	80	79
Mountain-Southwest	80	70	72	65	69	71	93	91	90
Pacific	77	68	70	78	76	66	92	86	82
New York City	74	72	73	64	64	68	81	76	77
Chicago	74	69	64	69	66	59	87	80	75
Los Angeles	88	88	89	88	88	85	97	97	97

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 19.--Percentage of retail food stores having specified product available, by store classification and location, February 1955 with comparisons --

Store classification and location	Canned single-strength orange-grapefruit blended juice: by container size								
	No. 2 can			46-ounce can			Total 1/		
	February			February			February		
	1953	1954	1955	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	45	39	35	45	44	39	59	56	49
Volume of store business annually:									
Under \$50,000	34	30	26	32	30	27	47	44	38
\$50,000 to \$100,000	61	49	42	63	63	53	76	73	62
\$100,000 to \$300,000	67	59	55	75	76	65	84	81	75
\$300,000 and over	85	89	83	88	93	85	93	98	93
Type of store management:									
National chains	92	95	72	93	96	84	99	99	90
Regional chains 2/	78	74	76	83	90	86	89	93	94
Independent groceries	42	36	33	42	41	36	57	54	47
Store location by city size, population:									
Under 10,000 3/	36	28	27	38	36	32	49	47	41
10,000 to 100,000	48	45	38	53	50	40	66	62	53
100,000 to 500,000	57	47	45	74	55	51	67	68	62
500,000 and over	55	54	46	50	52	50	68	64	60
Store location by region or city 4/:									
Northeast	63	61	50	60	61	52	78	80	68
North Central	42	37	39	62	65	56	70	70	65
South	26	19	15	19	15	15	30	26	21
Mountain-Southwest	39	30	29	32	30	28	47	40	35
Pacific	53	49	46	60	55	48	70	67	60
New York City	66	59	58	53	52	57	73	63	64
Chicago	67	51	45	58	56	43	80	74	63
Los Angeles	70	64	61	60	59	51	80	75	70

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not include in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 20.--Percentage of retail food stores having specified product available, by store classification and location, February 1955 with comparisons --

Store classification and location	Canned single-strength lemon juice by container size							
	5-1/2 ounce can				Other 1/			
	February				February			
	1953	1954	1955	1953	1954	1955	1953	1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	37	30	27	30	32	34	48	51
Volume of store business annually:								
Under \$50,000	28	20	19	22	22	24	36	39
\$50,000 to \$100,000	48	39	36	40	45	44	62	67
\$100,000 to \$300,000	57	51	41	49	58	58	74	75
\$300,000 and over	82	72	64	68	72	78	96	93
Type of store management:								
National chains	84	65	61	62	81	87	100	94
Regional chains 2/	77	68	53	75	69	74	93	86
Independent groceries	34	27	25	28	30	31	45	48
Store location by city size, population:								
Under 10,000 3/	32	21	20	24	27	29	39	41
10,000 to 100,000	44	38	36	30	33	37	53	59
100,000 to 500,000	34	42	35	28	32	32	48	53
500,000 and over	44	34	31	46	44	46	62	64
Store location by region or city 4/:								
Northeast	46	42	38	36	37	40	56	61
North Central	50	36	26	46	55	55	66	74
South	13	10	12	13	13	16	18	24
Mountain-Southwest	36	31	32	16	18	18	44	42
Pacific	50	46	41	22	25	35	63	65
New York City	44	32	30	44	39	46	60	60
Chicago	54	18	27	83	65	52	84	73
Los Angeles	73	77	80	31	47	48	86	90

1/ Includes glass containers.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.
National Retail Store Audit conducted by Market Research Corporation of America.

Table 21.--Percentage of retail food stores having specified product available, by store classification and location, February 1955 with comparisons --

Store classification and location	Canned single-strength tangerine juice by container size							
	No. 2 can				4-ounce can			
	February				February			
	1953	1954	1955	1953	1954	1955	1953	1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	11	8	7	6	7	5	15	14
Volume of store business annually:								
Under \$50,000	6	6	3	2	4	1	8	5
\$50,000 to \$100,000	16	9	9	8	6	5	23	14
\$100,000 to \$300,000	21	16	12	16	19	15	32	24
\$300,000 and over	41	28	28	24	32	33	50	43
Type of store management:								
National chains	39	27	22	18	22	34	41	42
Regional chains 2/	47	31	31	34	42	26	61	43
Independent groceries	9	7	5	4	5	3	13	8
Store location by city size, population:								
Under 10,000 3/	8	5	5	6	6	4	13	9
10,000 to 100,000	14	10	11	7	9	7	19	14
100,000 to 500,000	12	10	7	8	11	8	17	13
500,000 and over	13	12	7	3	7	3	15	8
Store location by region or city 4/:								
Northeast	17	15	11	8	10	7	22	15
North Central	12	8	9	13	15	9	21	16
South	6	3	3	1	3	1	6	4
Mountain-Southwest	9	6	5	6	4	9	13	11
Pacific	10	10	8	1	2	2	11	9
New York City	13	15	7	1	2	1	15	8
Chicago	17	4	2	2	2	1	18	3
Los Angeles	4	7	6	1	2	--	4	6

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.
National Retail Store Audit conducted by Market Research Corporation of America.

Table 22.-- Percentage of retail food stores having specified product available, by store classification and location, February 1955 with comparisons --

Store classification and location	Canned single-strength orangeade by container size								
	Single-strength orangeade								
	46-ounce can			Other can sizes			Total		
	February			February			February		
	1953	1954	1955	1953	1954	1955	1953	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	12	16	18	7	8	10	16	21	23
Volume of store business annually:									
Under \$50,000	6	10	11	5	7	8	10	15	15
\$50,000 to \$100,000	17	18	23	8	9	10	21	25	28
\$100,000 to \$300,000	23	30	34	12	12	16	32	36	39
\$300,000 and over	46	47	61	16	16	21	51	55	67
Type of store management:									
National chains	37	40	43	12	11	10	39	44	49
Regional chains 1/	45	51	53	19	15	24	53	58	61
Independent groceries	10	13	16	6	0	9	14	19	20
Store location by city size, population:									
Under 10,000 2/	12	17	18	6	8	10	16	22	22
10,000 to 100,000	11	16	22	10	9	15	18	23	29
100,000 to 500,000	19	25	28	8	9	8	23	30	27
500,000 and over	8	8	12	6	7	7	12	13	16
Store location by region or city 3/:									
Northeast	8	15	19	9	9	11	15	20	22
North Central	12	14	27	8	5	10	13	17	32
South	11	17	13	6	12	10	15	24	17
Mountain-Southwest	21	18	22	3	9	16	22	24	29
Pacific	19	24	26	6	3	7	24	25	30
New York City	3	6	4	6	5	7	9	9	10
Chicago	11	11	4	4	6	3	12	13	6
Los Angeles	15	12	9	3	20	14	17	26	22

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 23.-- Percentage of retail food stores having specified products available, by store classification and location, February 1955 with comparisons --

Store classification and location	Other canned single-strength juices									
	Pineapple		Tomato		Apple		Grape		Prune	
	February		February		February		February		February	
	1954	1955	1954	1955	1954	1955	1954	1955	1954	1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	85	82	92	92	52	47	76	71	75	74
Volume of store business annually:										
Under \$50,000	80	77	90	90	38	36	63	61	67	65
\$50,000 to \$100,000	91	91	95	93	70	60	88	87	87	89
\$100,000 to \$300,000	96	94	98	95	85	75	94	92	95	94
\$300,000 and over	100	100	99	100	84	96	96	100	99	98
Type of store management:										
National chains	100	100	96	94	91	84	96	100	94	100
Regional chains 1/	95	96	96	99	90	92	91	97	97	98
Independent groceries	84	82	92	91	49	45	75	70	74	72
Store location by city size, population:										
Under 10,000 2/	80	79	93	93	42	38	72	68	67	69
10,000 to 100,000	86	82	90	91	52	52	76	72	77	77
100,000 to 500,000	89	87	91	92	71	59	84	79	86	79
500,000 and over	92	89	94	88	63	58	81	75	87	80
Store location by region or city 3/:										
Northeast	91	88	94	93	59	60	80	78	85	86
North Central	91	91	95	96	57	48	84	79	90	84
South	75	73	92	89	36	29	67	56	57	56
Mountain-Southwest	87	82	95	95	51	53	75	79	68	75
Pacific	86	82	89	87	74	61	78	72	77	72
New York City	78	79	78	81	64	63	63	67	76	78
Chicago	89	76	89	87	54	52	81	66	87	74
Los Angeles	93	99	95	98	81	83	88	86	88	93

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

